



ECONOMIC DEVELOPMENT COMMISSION ACTION MINUTES

City Hall Room 10
1225 Lincoln Way

September 23, 2003
4:00 p.m.

MEMBERS PRESENT: J. Forbes, M. Holmes, M. Reynolds,
B. Snyder

MEMBERS ABSENT: C. Maki, B. Petrini, R. Solomon

OTHERS PRESENT: Jodie Hale, Planning Commission

EDC STAFF: Robert Richardson, City Manager

STAFF SECRETARY: M. Hamner-Crout

TOTAL ATTENDANCE: 7

MEETING CONVENED: 4:00 p.m.

MEETING ADJOURNED: 5:15 p.m.

SECTION	AGENDA	ACTION	VOTE (if
I. Call to Order and Flag Salute		Meeting was called to order by Chairman Janice Forbes at 4:00 p.m. Chairman Forbes announced that she will not be in attendance at the October 28 meeting due to surgery. Vice Chairman Bob Snyder will conduct the meeting.	
II. Agenda Approval	Review agenda and	No changes requested.	
III. Public Comment	A time to speak on any item not on the agenda.	Holmes commented on the anonymous letter received by the City, wherein a resident complained about church services being held at the ARD Community Center. Richardson said that ARD has been contacted regarding the matter. Richardson reported the City web site has been revised a bit, agenda and minutes are being posted in a timely manner, forms are available on-line, and City events are being noticed. The web page	
IV. Approval of August 26, 2003, Minutes	Approval of minutes.	It was moved to approve the minutes of August 26, 2003, as presented.	Motion: Snyder/ Holmes
V. Fiscal Year 2003-2004 Budget Report		Richardson pointed out that this is a current balance, as the previous fiscal year funding has been completed. The budget shows \$4,000 still held in reserve for DBA monument signage and reported that the appraisal is underway for the I-80 property and should be approaching the design phase.	
VI. Funding Request		There were no requests for funding. The survey done at the BBQ & Blues was received from the SPCA and it was reviewed.	

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
VII. EDC Business	Endurance Capital Marketing Plan	Richardson distributed copies of the endurance marketing plan. The Western States Trails paid staff and volunteers on the committee will be implementing the various phases of the plan. The only costs involved in the national marketing campaign are the printing and mailing costs. Past winners will be invited to events, posters available, pre-event activities in Auburn, transportation to the event sites, and getting a trade show here. Chairman Forbes asked about a local map and listing of stores and restaurants. She said she would like to see a bag with coupons and maps and lists for people staying at the hotel during the event. Richardson said a similar thing will be in the participant packet.	
	Marketing/Promotion Brainstorming Creation of Marketing	Richardson suggested that this item is discussed when there is full attendance at a meeting. He said he would ultimately like to see a work plan done that is similar to the one done for	
VIII. Economic Development Commission Reports		None.	
IX. Future Agenda Items			
X. Adjournment		Meeting was adjourned at 5:15 p.m. The next regular meeting will be Tuesday, October 14, 2003, 4:00 p.m.	